

Message Text

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PAGE 01 BRASIL 05133 241729Z

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R 241705Z JUN 75

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC 9982

INFO AMEMBASSY CARACAS

AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

UNCLAS BRASILIA 5133

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: PROPOSED ALABAMA IOGA TRADE MISSION

REF: STATE 135206

1. CONSULATES IN RIO AND SAO PAULO CONCUR WITH PROPOSED DATES FOR SUBJECT MISSION. VISIT TO BELO HORIZONTE WILL BE RECOMMENDED ONLY AFTER ASCERTAINING WHETHER PRODUCTS OFFERED HAVE POTENTIAL MARKET THERE.

2. CONSULATES CANNOT COMMENT ON VIABILITY OF PRODUCT THEMES WITHOUT SPECIFIC INFORMATION ON PRODUCT MIX OF MISSION. WE ASSUME THAT COMMERCE WILL CIRCULATE COPIES OF THE 1973 MARKAD MARKET SURVEY ON MATERIALS HANDLING EQUIPMENT INDICATING THE TYPES OF EQUIPMENT ALREADY MANUFACTURED IN BRAZIL. WE DO NOT BELIEVE THERE IS GOOD EXPORT MARKET FOR GENERAL MATERIALS HANDLING EQUIPMENT SUCH AS FORK LIFTS, CONVEYORS, FRONT END LOADERS, ETC.. THERE MAY BE GOOD OPPORTUNITIES FOR SPECIALIZED EQUIPMENT FOR CERTAIN INDUSTRIES SUCH AS PULP AND PAPER. IN ADDITION TO CONCLUSIONS RELATING TO THE EQUIPMENT WHICH OFFER GOOD SALES OPPORTUNITIES CONTAINED IN THE MARKAD STUDY, THE 1974 BRAZILIAN IMPORT STATISTICS INDICATE DEMAND

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PAGE 02 BRASIL 05133 241729Z

FOR THE FOLLOWING TYPES OF EQUIPMENT: HYDRAULIC

JACKS FOR ACTUATING TRACTOR IMPLEMENTS AND MINING EQUIPMENT; WINCHES AND CAPSTANS, UP TO 10 TONS CAPACITY; PORTAL CRANES DESIGNED FOR RUNNING ON RAILS; CRANES OF LIFTING CAPACITY OVER 100 METRIC TONS; SELF PROPELLED WHEELED OR TRACKED CRANES; CHAIN CONVEYORS; EQUIPMENT USED IN LOGGING.

3. SEVERAL LARGE US AND EUROPEAN MANUFACTURERS (IE. CASE, CLARK, EATON YALE & TOWNE, HYSTER, LINKBELT, MASSEY FERGUSON, MUNCK, AND VALMET) ARE ALREADY PRODUCING SEVERAL TYPES OF MATERIALS HANDLING EQUIPMENT. COMMERCE SHOULD THEREFORE RECOMMEND POTENTIAL TRADE MISSION MEMBERS TO CONSIDER NOT ONLY OUTRIGHT EXPORT OPPORTUNITIES BUT ALSO MANUFACTURING POSSIBILITIES THROUGH DIRECT INVESTMENT, JOINT VENTURES OR LICENSING.

4. WE STRESS THE NEED TO HAVE THE NECESSARY DETAILS ON TRADE MISSION MEMBERS FOR PRINTING OF THE MISSION BROCHURE SIX WEEKS BEFORE ARRIVAL OF THE MISSION TO ALLOW PROMOTIONAL EFFORTS.
CRIMMINS

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